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# Visual concept for a technological company

Creating a brand image

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<p>The goal of this project was to create a visual concept for a technological company in the field of medical appliances. The client's company is a start-up company attempting to get their invention of an ear-based infection-thermometer into the consumer market. The client had no visual concept or brand image and they needed everything from a company and product name, logo, business cards, brochure and website to other marketing materials to be able to launch their product.</p> <p>The project goes through the entire process of creating a visual concept and brand image for a company. Colours and typography as well as the technical implementation of creating different marketing materials are discussed along with how to maintain the created brand image.</p> <p>The project was completed using the goals and guidelines agreed on with the client at the beginning of the project. The client gave feedback on the important aspects related to the brand image, but the visual concept design and look of the company materials was left solely to me. All the official, published company materials were approved by the client.</p> <p>At the time of presenting this bachelor's thesis, the client had still to finalise their product and have it approved for the consumer market. The materials and guidelines created in this project were given to the client and a plan was set in place for me to continue working with the client after this project has ended.</p> <p>The project challenged me to work effectively alone on a large scale project where the responsibility of the final product was left completely to me. Each stage of the project brought different challenges, but the main issues faced in this project were client communication and the lack of publishable material for the different marketing materials. Nevertheless, the project was a success and continuing work with the client should create even better results.</p>	
Keywords	Visual concept, brand, brand image, brand management, visual management, marketing material

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<p>Insinööritöön tavoite oli luoda visuaalinen konsepti lääketieteen alalla toimivalle teknologiayritykselle. Asiakas on uutta korvatulehduskuumemittariksi markkinoille tuova pieni aloitteleva yritys. Yrityksellä ei ollut visuaalista konseptia eikä minkäänlaista brändiä, joten asiakas tarvitsi kaiken yrityksen ja tuotteen nimestä, logosta, käyntikorteista, esitteistä ja internetsivuista muuhun markkinointimateriaaliin tuotteen kuluttujamarkkinoille saamista varten.</p> <p>Työssä perehdyttiin visuaalisen konseptin suunnitteluun ja toteutukseen sekä brändäykseen teknologiayritykselle. Värejä ja niiden merkitystä ja typografiaa sekä markkinointimateriaalien teknistä toteutusta kuten myös brändin säilyttämistä tutkittiin työssä asiakkaan yrityksen tarpeiden kautta.</p> <p>Insinööritö toteutettiin käyttäen työn alussa asiakkaan kanssa sovittuja tavoitteita ja ohjeistuksia. Asiakas antoi palautetta tärkeimmistä yrityksen brändiä koskevista seikoista, mutta visuaalisen konseptin ja myös materiaalien ulkoasun suunnittelu jätettiin kokonaan insinööritönnä tehtäväksi. Asiakas kuitenkin tarkisti ja hyväksyi kaikki yrityksen viralliset materiaalit.</p> <p>Asiakas ei ollut vielä työn valmistumiseen mennessä saanut tuotettaan kuluttajamarkkinoita varten valmiiksi. Työssä toteutetut materiaalit ja ohjeistukset annettiin asiakkaalle ja asiakkaan kanssa sovittiin työn jatkamisesta insinööritönnä päättymisen jälkeenkin.</p> <p>Työ haastoi työskentelemään tehokkaasti ja itsenäisesti ison luokan projektissa, jossa lopputulos oli yksin omalla vastuulla. Työn jokainen vaihe toi mukanaan erilaisia haasteita, mutta suurimmat haasteet olivat ehdottomasti asiakaskommunikointi ja julkaisukelpoisen materiaalin saaminen asiakkaalta eri markkinointimateriaaleja varten. Työ onnistui erinomaisesti, ja asiakkaan kanssa jatkuva yhteistyö tuottaa varmasti vieläkin parempaa tulosta.</p>	
Avainsanat	visuaalinen konsepti, brändi, brändäys, brändin hallinta, visuaalinen hallinta, markkinointimateriaali

## Contents

1	Introduction	1
2	Requirements and developing process	2
3	Company and product naming	3
3.1	Company name	3
3.2	Product name	4
4	Company logo	5
4.1	Requirements	5
4.2	Designs and drafts	7
4.3	Minimum clear space and size of the logo	9
4.4	Logo colours	10
5	Company colours	12
6	Typography	13
7	Business cards	15
7.1	Requirements and design	15
7.2	Paper style and quality	17
8	Company website	18
8.1	Requirements	18
8.2	Design and implementation	19
9	Company brochure	21
9.1	Requirements and layout	21
9.2	Implementation and design	22
10	Visual Identity Guidelines	25
10.1	Logo	25
10.2	Colours	25
10.3	Typefaces	26
10.4	Printed stationary and electronic templates	26

11	Maintaining the brand image	27
11.1	Technical tools for maintaining brand image	27
11.2	How to maintain the brand image	30
12	Conclusion	32
	References	33
	Appendices	
	Appendix 1. Name suggestions for the product	
	Appendix 2. Dimensions of marketing materials	
	Appendix 3. Logo with clear spaces	
	Appendix 4. Logo versions	

## 1 Introduction

The client's company consists of four individuals from various backgrounds who together invented and created an infection-thermometer. The individuals in the company have backgrounds in both the medical and technological fields as well as marketing and engineering. The company's shares are distributed evenly among the four persons involved and some roles, including the CEO and finances handler, have been established for official purposes.

The product itself is an easy-to-use, hand-held device for measuring both the infection level and temperature of an individual person using their ear. The invention received funding from the Foundation for Finnish Inventions and marketing analysis projects good potential for the product here in Finland, and around the world. And even though the product is still in testing phase, and without an official name, several prototypes and versions have been created with good results.

The product's main target group is to be families with young children needing knowledge about possible ear-infections and fevers. Young children often get ear-infections and other pains in their ears, which most often leads to a time consuming doctor's visit as queues in the Finnish public health centres are often very long. The concept behind the product is to give enough information about the possible ear-infection level for the parent to make the decision of needing a doctor or not. The product helps assess whether or not the child has an ear-infection or not.

At the beginning of the project the client had no name or registered company. They had a need for a visual concept, including marketing materials, layout designs and visual identity guidelines. The client also needed help in inventing a name for the company as well as for the meter.

The goal of the project was to create a visual concept and guidelines for maintaining it for the client's company. As a result the client could use the layouts, designs and concepts for launching their company and product as well as for creating new company related material. This project will focus on the creative and branding point of view of creating a visual concept for a technological company.

## **2 Requirements and developing process**

The project started out by me mentioning the need for a thesis project to a friend. He happens to be one of the main partners in a start-up company creating a new innovative infection and thermometer. At that point the company was just a government-funded invention in the technological and medical fields without a name, logo or marketing material for the product. After some discussion, negotiation and brainstorming we were able to agree on the topic and contents for this project.

The client needed a complete visual concept: including a company and product name, a logo and typography, business cards, a website, a company brochure and visual identity guidelines for future use. The goal was to create a visually appealing and medically acceptable visual concept or look for the company and product. The client's wish was to have a complete material bank to use for marketing the product as soon as it is launched.

As time went by and different parts of the project were completed, some issues related to set deadlines came up on the client's side. These issues were related to finalising and receiving the final version of their product, the infection and thermometer, and thus pushed many of the set deadlines back considerably. These issues affected my work mainly by forcing me to focus almost exclusively on the company side of the visual concept. This meant changes in some of the original requirements of the project.

The plans for launching the website and brochure were postponed and the focus of the study was shifted towards creating the brand image and visual concept for the company. This meant more focus was put on creating appealing marketing materials, colours and typography, leaving the actual content creation to a minimum as no official content was available from the client's side due to the product being in prototype phase longer than expected. As the product was not ready for launch or large-scale marketing, the client did not have a proper marketing plan available with the needed content for the website, brochure or any other marketing material created in this study. The study thus focuses on the visual concept, including creating and maintaining the brand image of the client's company.

### **3 Company and product naming**

#### **3.1 Company name**

The client had no name for the company when starting this project and they were either using the invention number given by the Foundation for Finnish Inventions or just talking about the infection meter. Therefore the first priority was to come up with a name for the company.

The client wanted the name to be simple, easily identifiable and catchy. It also needed to confine with any medical naming requirements and conventions. The main medical naming requirements found for Finnish medical products and companies is the international ISO-standard of ISO15225:2010 “Medical devices. Quality management. Medical device nomenclature data structure (ISO15225:2010)”. This European standard is being used as a Finnish national standard as well, meaning registered medical products should comply with any of the requirements stated in the document. Unfortunately, the standard is not about company naming requirements or conventions, as the title states. Therefore, the ISO-standard was not much used in the company naming process, and so more research was conducted.

Research, specifically about naming conventions for medical companies, did not lead to many reliable, scientific or academic sources, but instead to many naming expert’s opinions, comments and tips about company naming. Some of the given ideas, thoughts and tips were useful and, therefore, used. Some of these tips included ideas such as “stand out”, “avoid acronyms” and “determine how important the name really is” [1]. Names of the largest and most known or renown companies were also researched and some of the top names found included Apple, Amazon, Kodak, Nike, Google, Sony and Phillips. The first thing that came to mind was that none of these are actually acronyms of anything, but instead short, catchy and innovative. An article by Alyssa Gregory, was also found, discussing six different naming styles for company names. The naming conventions seem to evolve around the goal or catchiness of the company, and; thus, together with the client an idea of combining the visions and goals of the company was made. [1;2;3]



My job was to combine the main ideas of the company, which are healthcare, innovation and technology with the ear-based infection and thermometer they have created. I came up with the following list of possible names for the company:

- **InHealth** or **InnoHealth** = Innovative Healthcare
- **InnoCare**
- InCare
- **MedTech** = Medical Technologies.

Out of these names InCare and InHealth received the most interest from the client, but after a quick search on the Internet, several other companies using these names were found. The client then gave an interesting suggestion of Heap Solutions or just Heap, which was then modified into just heap, in lower case, and chosen to be the official company name after some thought and research. The name is derived from healthcare and applications, and has been proven to be available by the Finnish national online company search system provided by Yritys- ja yhteisötietojärjestelmä or YTJ. [3;4]

The name, heap, was chosen for its innovative simplicity of combining two important aspects of the company's goals, but also for its intriguing aspects and uniqueness. The name as such does not tell much about the company, unless the background of the name is known, which is a desirable and worthwhile aspect for any company name. As studies have proven, a non-descriptive name remains in a person's mind considerably longer than an easily understandable, recognisable and descriptive name – an aspect the client was hoping for. [1;2]

### 3.2 Product name

Some ideas and suggestions about the product name were discussed right from the start of this project, but were left to be decided later due to more important matters at the time, including company naming, logo designing. The suggestions I made to the client included names such as ForEars, EarBuddy, EarMate, MyEar/s and InEar. All names can be found in appendix 1. At the time the client showed most interest towards InEar. Unfortunately, as the product was not ready at the time of considering names the product name was not agreed on.

Some more thoughts and discussions about the name were had with the client, but a final decision could not be made. In terms of marketing potential and attractiveness, especially towards the targeted customer group of families with children, the EarBuddy would most likely be the best selling option. The company's main customer group is families with children, where an infection-thermometer could help save the time of visiting a doctor when there is no need, in other words when the infection level shown by the meter is zero. Because children often affect purchases of families more than the parents even want to admit, product naming and marketing should focus on gaining the attention of the children. This said, the name, EarBuddy, combines and describes the purpose of the product, ear examination, with the concept of the product being a friend or "buddy" of the child, giving a strong marketing advantage to the product in terms of name association, both conscious and subconscious. Children's, as well as adult's, interest should be gained and kept with clever names and EarBuddy has the desired ring to it. [5;6]

Whichever name is finally used is up to the client as well as whether or not both words should be capitalised, as in EarBuddy versus Earbuddy. In names of products, as in marketing in general, grammatical rules are often broken to create a bigger impact. In this case the version of EarBuddy would have the most impact on possible customer group.

## **4 Company logo**

### **4.1 Requirements**

Company names come in so many different types and form that a clear picture of what the client wanted was needed. Several client meetings were held about the logo and the most important aspects, of the style, typeface and look of the logo, were found. The client wanted the logo to be clear, without too many different elements or part within the logo in itself. A maximum of three unique elements or parts was defined as one of the requirements of the logo. Another requirement made by the client was the request for a font from the sans-serif font family. This font family was chosen, as these fonts did not have the so-called legs or decorations on the letters and, thus, had a modern look [7;8]. An illustration of this is presented below.

### Examples of the Sans Serif -fonts

Arial  
 Calibri  
**Verdana**  
**Century Gothic**

### Examples of Serif-fonts

Times New Roman  
**Cambria**  
 Century Old Style

Figure 1. Examples of Sans Serif and Serif fonts.

Even though the serif fonts have a stylish and an appealing look, the sans serif font family was chosen due to the client's needs for a modern, simplistic and professional look and feel. Some examples were also looked at and most of the companies researched used a sans serif font. A set of typefaces were given to the client to choose from and can be seen in figure 2. [7;8]



Figure 2. Typeface examples given to the client.

The typefaces consisted of sans serif fonts and had a randomly picked red colour due to the requirements of red in the logo. From the list of typefaces given, the client chose two of their favourites: the last font on the left and the third font from the bottom on the right. Both these fonts were examined closer and due to copy-write –issues with the third font from the bottom on the right, the last font on the left was chosen.

The final font chosen is Verdana as it maintains a clear and rounded style throughout the characters. Another of the main reasons for choosing Verdana is that the letters e and a do not clash as badly with Verdana as they do with most other fonts, this provides the, hoped for, soothing look to the entire logo.

#### 4.2 Designs and drafts

With the requirements in mind the first draft seen in figure 3 was made with a unique and rare font, called the Airstrip Four, from the sans serif font family. The basis for this logo lies in the principles of the green cross being a globally recognisable symbol of healthcare and medical help, an important part of the definition of the company as well.



Figure 3. First draft of logo.

The draft in figure 3 is an early example of my idea for the company logo. The client liked the red colour, but wanted to discard the other elements in order to keep the logo simple and give it a more professional and medical look and feel. The client was concerned about the number of unique elements in this draft and wanted to simplify the concept.

A second draft was made based on the idea of only having the company name with the red colour, which the client liked. Quickly a problem with the letters of e and a was found: they often clash or influence each other in most of the fonts. Some trials and examples were analysed and a draft, seen in figure 4, was made.



Figure 4. Second draft of the logo.

This version of the logo had everything the client wanted in terms of colour, typeface and style. This version also solved the problem with the e and a clashing when put next to each other, by having the viewer focus more on the heartbeat, a universal medical symbol. Nevertheless, the client stated their concern about the heartbeat in the logo: it was thought to divide the logo too much, in addition to syllabifying it.

In the next, and final version of the logo, the heartbeat was stripped away, letter spacing added and the white space around the letters defined. Figure 5 presents the final version of the logo.



Figure 5. Final version of the company logo.

The final version of the logo has the clear, rounded and modern look that the client wanted. Even without any additional elements, the logo does draw enough attention to itself, giving a professional and medical cleanliness via the colour and elegance of the simple design. Some adjustments were made to the default letter spacing and the optimal clear space was measured and will be illustrated later in section 4.3.

A reversed colour and a black and white versions were made of the logo and can be seen in figures 6 and 7.



Figure 6. Reversed colour logo.



Figure 7. Black and white logo.

The company logo should be used primarily in both electronic and printed materials. With printed solid colour backgrounds, the reversed colour logo is to be used. The black and white logo is not to be used unless printing solid colour background with a monochrome printer. No other options or versions of the logo, than the ones above, are allowed.

#### 4.3 Minimum clear space and size of the logo

With the logo design completed, the minimum clear space and size of the logo were defined. The logo should never appear too close to or be linked with other design elements and; thus, some values for the clear space were set. These values are illustrated in figure 8.



Figure 8. Logo with minimum clear spaces marked.

The clear spaces were defined in order to ensure enough margin around the logo when displayed with other elements around it. As seen in figure 8, the units used are  $a$  and  $b$ , where  $a$  is the width of the letter  $h$  and  $b$  the height of the letter  $h$ . These units were chosen to maintain the same proportions, whatever the size of logo.

The minimum size of the logo was defined to be 25mm in width as seen in figure 9. Maintaining the original aspect ratio, as should always be done, the minimum size of the logo comes to 25mm x 12mm. A smaller version of the logo should never be used

#### 4.4 Logo colours

The client had some requirements about the logo colours already at the first client meeting. These requirements consisted of using colours accepted by the medical field and using a certain shade of red for the main colour of the logo. The red colour the client wanted was found after some trial and errors and looking into some examples of logos of other companies in the medical field.

The white background was chosen for its commonly associated aspects of purity, light, safety, cleanliness, sterility and protection. These are commonly wanted associations for companies working in the medical field and; thus, the client also felt comfortable using mainly white for the backgrounds of elements, including the logo. [9]

Many shades of red were found and looked at in order to find the best colour for the client's needs. The colour chosen is thought to be strong enough to draw attention, without resembling blood too much: an element that the client did not want to be associated with. Some other aspects and associations that are common made with the colour red include fire, passion, heat, strength, leadership, courage and willpower. Many of these associations were desired for the logo and so a strong red was chosen as the colour of the text element of the logo. The client wants the company logo to represent a strong and passionate, but kind, clean and sterile company and image where leadership is also respected. [10]

The three colours chosen can be seen in figure 10. The colour coding for the two main colour models, RGB and CMYK, are displayed under the colours.

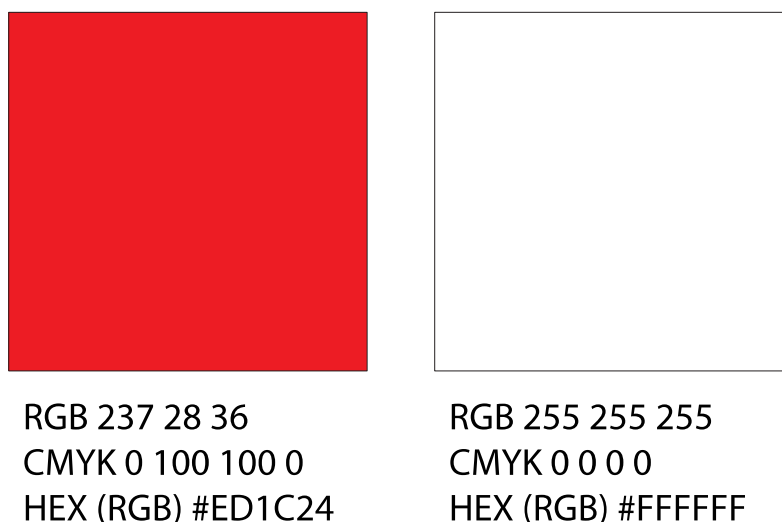


Figure 10. Logo colours and colour codes.

The colours chosen are a vibrant red and a pure white. These colours represent the company ideals and values well. The white we chose is a pure white or paper white, for it makes printing of materials easier as there is no need to print the white separately. A single main colour of red, for the logo, was chosen as a strong association between this shade of red and the company logo was desired.



## 5 Company colours

Company colours are a strong and important part of the visual identity of any company. Brands, and the companies behind them, are often remembered and recognised by their colours. Certain colours are often associated with certain ideas, thoughts and images. The company colours were picked for their strong impacts and the associations made with the colours. The chosen colours, and the associated colour codes, can be seen below in figure 11.

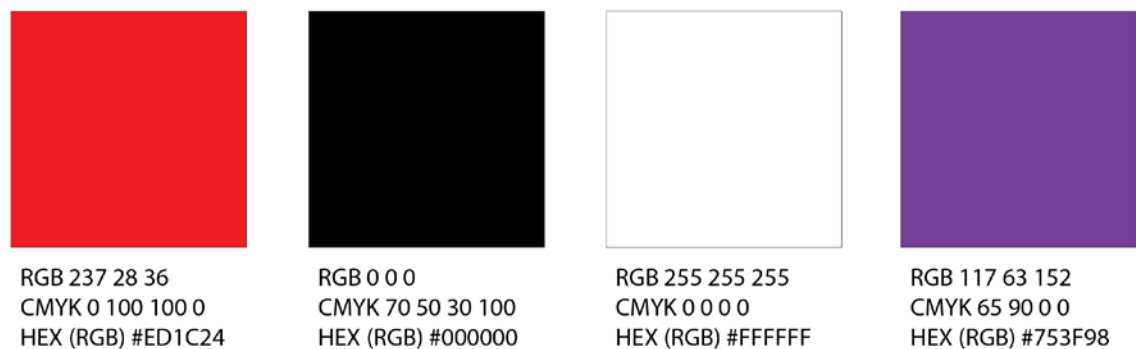


Figure 11. Chosen company colours.

The colours chosen are a strong and passionate red, a designer black, a pure white and a dark purple. The purple is almost exclusively used in the brochure.

The client wanted the strong, energetic and attention-grabbing red to be associated with medicine, healthcare and energy. Bourn writes in her article that the red colour portrays, in addition to strength and energy, also passion, power, courage and excitement. The red colour is also “highly visible” [10] and is able to “get people to make quick decisions” [10]. These aspects are definitely wanted for an innovative, medical technology selling and marketing company. [10]

Black was chosen to be used for texts and other non-logo related elements in documents and other materials for its clarity and ease-of-viewing. Black colour is commonly used for texts and other such elements that are to be read and viewed for longer periods as it is the easiest to read off a white background, such as paper. The designer black was chosen as it is one of the most used black colours and represents a pure and rich black. It also has a good total ink coverage or TIC of 250%, which is within the

range of a typical paper and printing method making it easy to print the material almost anywhere. [11;12;13;14,232-233]

The white colour chosen is the same as for the logo and it is a pure white to enable the using of almost any white paper.

The purple colour was chosen as purple is often associated with healthcare, healing and medicine as well being a strong and impacting colour.

## 6 Typography

Century Gothic was chosen as the primary typeface for the company and a set of example templates were made for use in the various marketing materials. Century Gothic should be used in both printed and electronic materials according to the following example templates in figures 12 and 13. Using the templates will ensure a consistent and legible typography throughout the company's visual concept.

main headline and title	Century Gothic regular
leading heading	Century Gothic regular
Leading text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras orci felis, ornare et consequat in, varius sit amet sem. Fusce leo dui, consequat eu tempor ut, auctor eget justo.	Century Gothic regular
Body text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras orci felis, ornare et consequat in, varius sit amet sem. Fusce leo dui, consequat eu tempor ut, auctor eget justo.	Century Gothic regular
<div> <div>Heap Oy</div> <div>Jokinosoite 1A   00100 Helsinki   Finland</div> <div>www.heap.fi</div> </div>	Century Gothic regular

Figure 12. Typography: printed materials.

Figure 12 demonstrates the typographic template to be used with printed materials. The size and colours of the font may be changed if needed as long as a professional, respectful and legible style is maintained throughout the materials. Nevertheless, offi-

cial company colours should always be used if possible unless the colour scheme of the printed material requires otherwise.

The chosen fonts, colours and font sizes for the electronic materials can be seen below in figure 13. Century Gothic and Arial were chosen for the electronic materials as both fonts should be found on practically any computer. This avoids having any display issues with the text elements in documents and other materials.

#### Word template

### Heading 1

Century Gothic regular 24pt/28pt  
(line spacing at least 28pt)

Body text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras orci felis, ornare et consequat in, varius sit amet sem. Fusce leo dui, consequat eu tempor ut, auctor eget justo.

Arial regular 10pt/12pt  
(line spacing at least 12pt)

### Heading 2

Century Gothic regular 14pt/16pt  
(line spacing at least 16pt)

Body text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras orci felis, ornare et consequat in, varius sit amet sem. Fusce leo dui, consequat eu tempor ut, auctor eget justo.

Arial regular 10pt/12pt  
(line spacing at least 12pt)

### Heading 3

Century Gothic regular 12pt/14pt  
(line spacing at least 14pt)

Body text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras orci felis, ornare et consequat in, varius sit amet sem. Fusce leo dui, consequat eu tempor ut, auctor eget justo.

Arial regular 10pt/12pt  
(line spacing at least 12pt)

Heap Oy  
Jokinosolte 1A  
00100 Helsinki, Finland  
www.heap.fi

Century Gothic regular 9pt/13pt  
(line spacing 13pt)

#### Powerpoint template

## main headline and title

Century Gothic regular  
38pt/45pt  
(line spacing at least 45pt)

### leading heading

Century Gothic regular  
24pt/28pt  
(line spacing at least 28pt)

Leading text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras orci felis, ornare et consequat in, varius sit amet sem. Fusce leo dui, consequat eu tempor ut, auctor eget justo.

Century Gothic regular  
11pt/15pt  
(line spacing at least 15pt)

Figure 13. Typography: electronic materials.

Figure 13 illustrates the typography for electronic materials, including Word and Powerpoint templates. A reference font size and the appropriate line spacing are displayed

on the right and these values should be used unless the material requires a specific font size. Company material should always use the defined typefaces, displayed in figures 12 and 13, and be legible.

## **7 Business cards**

### **7.1 Requirements and design**

The client gave some ideas about the business cards via examples, but expressed their interest only for them to be simple and modern. The client's examples consisted of minimalistic and clear designs, where the company logo played the biggest part in the design. Colours and shapes were also left to a minimum, and the white of the paper was used to emphasize the elements and text on the cards.

The most significant aspect of defining the business cards was to define the contents and layout of the cards. The following information was agreed to be printed onto the cards:

- Company logo
- Basic information about company, including the company's name, address and website
- First and last name of a card holder
- Job title of the card holder
- Telephone number and email of card holder.

A major role for the logo was agreed on already from the beginning. It was to be the eye-catching element, along with the name of the card holder, in order to keep the design as clear as possible. The card was to only have the most important and basic information about the company and card holder and emphasise the cleanliness of the company's visual image.

The client expressed their interest in using a specific printing company, called Sata-Seri Oy, based in Rauma, and their services for the actual printing of the business cards.

The font chosen for the business cards is Century Gothic, because of its clear, modern and professional look and feel throughout the typeface, and for belonging to the sans

serif font family. Century Gothic is a clear, round shaped and easy-to-read font, thus suiting the company's business cards well. The client was also pleased with the font and the first version of the business cards, seen in figure 14, was made using the Century Gothic.



Figure 14. First version of the company business card.

The first version of the business card consisted of the logo and the card holders name emphasized and large. The idea was to make a quick glance of the business card be enough. The client liked the idea of using a considerable amount of white, but wanted the elements on the card to be better aligned and to have even more space for the white. Also, the thought of having more colours was made by the client, and the final version of the business cards, seen in figure 15, had a clearer, stronger colour concept.



Figure 15. Final version of the company business card.

The final version of the business card maintains the defined clear and modern look and feel of the company's visual concept, but also attracts attention with the reversed colour logo on the backside of the card. The layout of the elements on the card gives all the information needed clearly and elegantly, without displaying anything unnecessary. The colours used are the same as on the logo: red, white and a black was added for the text elements.

## 7.2 Paper style and quality

The client requested a professional style and quality of paper and; thus, a thicker, heavier paper with a premium matte surface was considered and finally decided on

based on papers offered by Vistaprint.fi as Sata-Seri did not answer the email sent to them. The paper chosen is 350g/m<sup>2</sup> and has a thickness of 0.38mm. It was also said to be considerably more professional in both look and feel of the paper. The final dimensions of the printed business cards were defined by the printing company to be, according the standard business card size in Finland, 90mmx52mm from which an actual cut size of 87mmx49mm is made for the client. [15]

Though all was set for printing the business cards, the client chose not to print any yet as they wanted their product to be ready for the markets before launching any marketing material. Therefore, some changes in the business cards were expected and so no contract was made with either of the printing companies.

## **8 Company website**

### **8.1 Requirements**

The client's company had no website at the starting point of this project and; thus, a website was set as one of the requirements for the visual concept. The website was to be an introduction about the company and their products, without any ecommerce features or content management systems. The client requested a simple, informative design with just the basics about the company and their products, maintain a clear, modern and professional look and feel. [16,13-14]

The client expressed their wish for the website to be multi-lingual, in English and in Finnish, and for it be made in HTML5. Some examples were also provided, by the client, about the general design requirements of the website. These requirements included a clear navigation, with instructive headings for the different pages on the site. The client also requested the following menu elements:

- frontpage,
- company,
- services,
- news
- and contacts. [17,14]

The headings were implemented into the mock-ups, but the client maintained the rights to change them later if needed.

Another aspect about creating the website was that, the website was not to be released before the client had their product completed. At the time of finishing the website design, the client had still to finalise the product and register their company. This meant that only a mock-up of the website was made, for the client to review, during this project.

## 8.2 Design and implementation

A layout mock-up example was made using Photoshop and was then sent to the client to review and comment on. The mock-up can be seen in figure 16. The client had no comments about it and wanted to leave the website design open until the product was completed and pictures of the product could be added onto the website.



Figure 16. First mock-up and layout design of the company website.



Century Gothic was chosen as the font for the website as a clear, consistent visual look and design was requested by the client. Century Gothic was also used for the business cards and other marketing materials and using the same font and style throughout the different materials portrays consistency, professionalism and reliability of the company.

The mock-up and layout design was implemented into a HTML5-based website quickly, but left uncompleted as the client was still to officially register the company and website address. The client did like the design and wanted to use the layout, but needed to address some other issues before being able to give more feedback and the final information to be put onto the website. This meant that only the front pages, in English and in Finnish, were made.

The implementation of the website was done using the HTML5 standard and CSS3 mark-up languages. The website consists of the html pages, for the content, and a css-file, for the styling of the elements on the pages in addition to some photos loaded statically onto the website. The website content was made static and no content management system was made as it was not in the requirements, and the client had no need for it.

## 9 Company brochure

### 9.1 Requirements and layout

The original plan with the client was to create a brochure and print numerous copies of it for the company to distribute how ever they see best. I suggested a short introduction about the company with some sales pitches and detailed information about the actual product, the infection-thermometer. The client informed me that they would produce all the information needed for completing the brochure. I was responsible for the visual elements and other layout related matters.

An elegant, simple and modern style was requested by the client. Nevertheless, they did want to give as much freedom in the layout design as possible and; thus, little conversation about the actual composition of the brochure was ever had. The consensus was not to have too many elements on each page, thus avoiding a cluttered and unprofessional look. Also, the colours of the elements in the brochure were to be only the defined company colours of red, black, white and purple.

I set out defining a theme for the brochure. Medical brochures often seem to consist of images of medical professionals, usually doctors or nurses in appropriate clothing. My goal was to make the brochure stand out enough to make it interesting, still maintaining the professional and medical style of the other brochures I've seen, especially in terms of colours and layout design.

Next the size needed to be defined and the size most fitting the client's needs seemed to be a landscaped A4 folded over once, basically an A5 in portrait. The detailed dimensions and relations of the different paper sizes can be seen in appendix 2. The A5 page size gives enough space for text and image elements, but, as it is a halved A4, it is also easy to print and use. The multiple-fold idea, often seen in brochures and other marketing material, was considered as well, but using large medical lifestyle images would have been harder due to the multiple folding points. As the theme was to use several images of the product, with little information details about the company and product, the simple single-fold larger paged brochure size was the best option.

## 9.2 Implementation and design

The brochure will be one of the most important marketing material used by the client; and, thus a clear and attractive design was needed. Pictures and images often attract attention and give a positive impact about the company marketed. My goal was to implement some aspects of a classic brochure design of large images, short pieces of text and see-through text boxes around them, with my own personal touch of creativeness and uniqueness.

In order to maintain the visual look, the primary typeface was chosen to be Century Gothic in the brochure as well. A strong impact was desired for the main titles of the brochure and so the purple colour was chosen as the text colour for all the main titles when on a white background. When on other than white backgrounds, the main title text colour was chosen to be white. Using strong colours in the titles gives the desired contrast between the titles and body text elements. Furthermore, choosing to have the titles in lowercase letters adds to the modern style of the brochure.

Body texts are in the designer black mentioned in the company colours section, but the emphasis boxes have white text over a coloured, partly see-through background. The box colours were chosen to be either the company red with opacity of 90% or the purple with opacity of 80%. These colours stand out clearly from the background and attract the focus of anyone flipping through the brochure. And because of this, these boxes will contain the most important information about the company and their product.

The font sizes were chosen according to the importance of the elements and the following sizes were set:

- 38pt for the main titles (in purple)
- 24pt for the emphasis box titles
- 11pt for the emphasis box body texts
- 16pt for the front page side title
- 14pt for the front page lower heading
- 10pt for the normal body text elements.

These sizes give the best results in terms of clarity and ease-of-reading as well as letting emphasis be put on certain elements, like the emphasis boxes in the centre pages. See figure 17 for the example of the brochure.



Figure 17. Brochure layout. Top row: first and last pages, bottom row: middle spread.

The brochure consists of four pages including the first and last page, seen on the top in figure 17, and of the centre spread, seen on the bottom of figure 17. The layout is clear

and has enough room for writing any wanted information about the company and product without being cluttered. I am satisfied and pleased with this design, and it was presented to the client. Unfortunately, they did not give any feedback in time for this study; and, thus it was decided that this is just the mock-up for the final brochure if and when the client gives more information about their needs for it.

The images seen in the mock-up brochure in figure 17 are not to be printed or used anywhere except in this example as the rights to the images could not be verified. The final images in the brochure will be swapped to some actual lifestyle and product images of the client's product before printing the brochure. The images here are in order to give an educated example of the visual look of the final brochure.

## 10 Visual Identity Guidelines

Visual Identity Guidelines (VIG) is a set of instructions, often in the form of a document, which, in detail, describe the use and creation of each of the company's brand element. The instructions can be used to recreate any of the elements used in any of the company's branding material. It was agreed with the client that an official VIG document would not be written, but instead some important sections of it will be included and explained in this document. Those guidelines will be explained in the following sections and the examples can found in the appendices. [16,30]

The Visual Identity Guidelines should be divided into parts according to the elements in question. A normal division would include the sections of:

- logo
- colours
- typefaces
- printed stationery
- electronic templates
- marketing material.

### 10.1 Logo

The logo section contains all the relevant information about the logo, including geometry, minimum size, minimum clear spaces and the right usage of the logo. The section clarifies the usage of the logo and defines the necessary clear spaces and safety zones around the logo. This section does not explain the creation of the logo, even though this study does contain details about that as well, but instead focuses on giving instructions about using the provided logo. The relevant logo guidelines, including clear spaces and examples can be seen in appendix 3.

### 10.2 Colours

Colours in the client's materials should always be used to emphasise and advertise the client's company in a respectful and professional manner. Colours outside the defined company colours should not be used unless specifically approved by the client. Colours are not be used in a manner that could confuse, undermine or in any way bring the

company into bad light. See company colours section for the official company colours and examples of uses of the colours.

### 10.3 Typefaces

The typefaces used in the client's material are Century Gothic for text elements and Verdana for the logo. The Century Gothic, chosen to be the official font for the company, should be used in all marketing materials for titles, headings and other text, as well as on the website. A standard Arial, Calibri or some other appropriate and respectful font may be used for longer sections of body text in some more general documents, such as newsletters and papers, bills and non-company created materials. The Verdana font should not be used unless absolutely required for any reason as it is to be used only in the logo. See Typography section for more details.

### 10.4 Printed stationary and electronic templates

The printed stationary and electronic templates should be in line with the company's general visual look and need to confine to the set guidelines about typography, colours and layout designs also seen in this study. The company typography and colours should especially be focused on when designing new or modifying existing material as certain positive associations are wished for related to the company material. The material should always portray a consistent professional and medical image. Another important note is the use of space around text elements, especially logos, titles and other headings; there needs to be a large enough clear space or margin throughout the company's material and a well implemented, non-cluttered layout is to be maintained.

## 11 Maintaining the brand image

Selling a product often requires the company to have a brand image communicated to the right target segment or in other words, customer group. The company needs a good brand image and tools to maintain it. This study has so far explained the creation of the client's visual concept or brand image, but as the maintaining of it is just as important some aspects of maintaining the brand image should be discussed. [18,135-136]

Maintaining a brand image requires understanding of both the company's goals and vision and using the right tools to incorporate new ideas and methods of marketing into the existing brand or concept. Lasting, respectable brands have not become known without consistent marketing and branding over long periods of time. A well-communicated, consistent and reliable brand image should help to establish the company in the wished market area. The market analysis, outsourced and bought by the company from a marketing consultant, gave a good potential in terms of sales figures and growth potential for the infection-thermometer and the client's company. Even though this study will not go into details about marketing, as it is outside the scope of the project, some aspects of the technical side of marketing will be discussed in the following sections due to their impact on maintaining the brand image. The focus of any marketing plan should always be to display integrity, reliability and professionalism in terms of customer service, care and product value, and of course add visibility for the company and its product. [18,135-136;19]

### 11.1 Technical tools for maintaining brand image

Maintaining a brand image requires the right tools, especially in terms of technical, media related production and creative visualisation. For example Windows Paint should not be used to create marketing posters, or any other published marketing material to that matter. Looking at the methods used in this study to create the visual concept a few different options do exist in terms of technical production software. This study and all the material for the client has been done using Adobe Creative Suite (CS) programs and a Windows-based PC or an Apple Macbook Pro with OSX. Other choices do exist, but a strong visual concept design does require the right tools and a good understanding of what is to be achieved. My choice was Adobe CS5 and CS6 for the software and



a powerful computer with enough memory to maintain a quick enough production speed for the hardware.

When creating, modifying or implementing any kind of official marketing or company related material a professional production environment should always be used. The Adobe Creative Suite is an excellent production environment as it incorporates all the necessary programs and software needed to create any kind of material digitally. A learning curve does naturally exist for using the Adobe CS package properly, but once learned it is a very powerful tool for visual marketing. Depending on what is needed, in terms of programs, a few options, seen below with their prices for small and medium sized businesses, exist for the Adobe Creative suite software package:

- Design Standard; including Photoshop, Illustrator, InDesign, Acrobat Pro X, Bridge and Media Encoder, 1493,85 €
- Design & Web Premium; including Photoshop Extended, Illustrator, InDesign, Acrobat Pro X, Flash Professional, Fireworks, Bridge and Media Encoder, 2183,85 €
- Production Premium; including Photoshop Extended, Illustrator, Flash Professional, Dreamweaver, Premier Pro, After Effects, Audition, SpeedGrade, Prelude, Encore, Bridge and Media Encoder, 2183,85 €
- Master Collection; including Photoshop Extended, Illustrator, InDesign, Acrobat Pro X, Flash Professional, Flash Builder, Dreamweaver, Fireworks, Premier Pro, After Effects, Audition, SpeedGrade, Prelude, Encore, Bridge and Media Encoder, 3218,85 €
- Creative Cloud; including Photoshop Extended, Photoshop Lightroom, Illustrator, InDesign, Muse, Acrobat Pro X, Flash Professional, Flash Builder, Dreamweaver, Fireworks, Premier Pro, After Effects, Audition, SpeedGrade, Prelude, Encore, Bridge and Media Encoder, 61,49€ per month for 1 year minimum [20; 21]

The programs used in this study to create the visual concept include Photoshop Extended, Illustrator, InDesign and Acrobat Pro X. Most of the graphic elements, including the logo and other illustrative material, have been done using the vector-graphic software called Illustrator. Illustrator is a powerful tool for creating vector graphics and should be used for logos and such elements when the element will be used in several sizes and places and when a high quality output is required.

InDesign is a designer friendly layout designing software from Adobe. It can be used for creating newspapers, posters or in this case business cards and brochures. It has a powerful set of tools for layout design and colour management and should be used for the final layout design, management and packaging of the printed content. InDesign was used for most of the marketing materials in this study as it is a powerful tool for both vector and bitmap graphics design.

Photoshop Extended is, as the name states, the extended version of the classic and a Photoshop software. Photoshop has many uses and is often thought to be one of the most used programs for graphics designers, photographers and others working with digital design. In this project Photoshop was used for the website mock-up design, image editing and management and format conversions as well as for enhancing bitmap image used throughout the project. Photoshop is a very powerful and useful tool for editing, manipulating and enhancing bitmap graphic elements or images and is used in numerous different ways by different users.

The Adobe Acrobat Pro X is debatably one of the most powerful PDF viewing, creating and manipulating software around. It has uses all the way from viewing a simple PDF to implementing 3D graphics into one and is often used to create interactive PDF-documents. Acrobat Pro was used in this study for both viewing and creating PDF files from numerous different sources.

This all said, the Design Standard package basically includes everything needed to maintain the brand image. The package also has a considerably lower price tag than the other packages. Even though this study was done using the Master Collection package software, the Design Standard or Design & Web Premium packages will suffice, unless needing audio and video production software which most companies would not.

The Production Premium is designed for companies specialising in audio-visual productions needing a very specific set of tools; and, thus not optimal for a company such as heap.

The Master Collection is the collection of all the Adobe programs and is often the choice for designers, audio-visual production specialists and other media companies

needing a complete set of tools to create any kind of production. The Master Collection was also my choice of software as I often have a need to create audio-visual content as well as visual designs. This package would be the choice for companies wanting to be sure they have all the possible programs for anything needing visualisation.

The monthly subscription of the Adobe Creative Cloud package is a newer concept and has not been around for long. It contains every program Adobe has to offer at a reasonable monthly fee, but is only for individuals and teams – not businesses or companies like heap.

For a small company like heap the choice of package would be either the Design Standard, if an affordable package is preferred, or the Master Collection, which includes all programs; and, thus gives many more opportunities for creative marketing and visualisation.

## 11.2 How to maintain the brand image

Understanding and using the visual concept is the key to maintaining the brand image. There is no one way of maintaining a brand image, but some guidelines can be defined for any company. These include always using the official company logo, typography and colours in the published materials.

Using the official company logo provides a clear, consistent visual look for the company related material and is a crucial part of maintaining the brand image. The logo should only be used according to the guidelines and instructions in this study and the appendices. The proper use of the logo, including placing of the logo, is described in the visual identity guidelines under the logo section and in appendix 3.

The typography of a document or marketing material can often identify a company from another and should always be used according to the given guidelines. A good typography is an important part of any company and should represent the company's values. Using the fonts given under the Typography section of this study correctly will help maintain the brand image and differentiate the company from other companies and competitors.

Colours are the most differentiating elements between companies; the usage of colours will determine whether or not the marketing material or advertisement is associated with the company. Using the official company colours will allow for association between the seen elements and the company. This should be kept in mind when publishing material and information, as using colours in the wrong way can easily cause negative impact. Following the guidelines and making sure there is no, especially deliberate, clashing of colours will allow for an easier understood advertisement, a positive impact and the correct associations as well as making sure the company maintains its own visual look. [9; 22,783]

“People make up their minds within 90 seconds of their initial interactions with either people or products. About 62-90 percent of the assessment is based on colors alone [22,783].” As Singh points out in the quote and explains later in the article, colours impact our thought patterns, moods and feelings. Using the agreed company colours can easily lead to a purchase decision and positive feelings about a product. This said, official company colours need to be used correctly to associate the product, thought or feeling with the company. Using the official heap colours in the marketing materials and products will enforce association with heap itself and maintain the brand image. [22,783]

As a rule of thumb, maintaining the brand image requires consideration of several different aspects; including powerful technical tools and software, an understanding of the visual concept and its goals and most of all always portraying a consistent, professional and educated visual look. But in the end, the company does have to work on gaining the trust and visibility amongst its target customer group.

## 12 Conclusion

Even though creating a visual concept usually requires a very deep understanding of the company, its values, goals and vision, this project was a bit different. My knowledge of the client's company in the beginning of the project was next to nothing. And even though meetings and discussions with the client led me to learn the client's needs, visions and hopes, this project was completed mostly using my own vision of what the company's visual concept should look like.

The goal of the project, creating a visual concept, was accomplished and the client's requirements for the different parts of the project were met. The client received a good collection of materials to be used for promoting the company and for maintaining the brand image. Some parts of the project, namely the website, were not completed as the client did not provide the required details for finishing the work. Nevertheless, each part of the project was completed as was seen best and this study, including the created material, can be used by the client when officially launching the company and product.

In most parts, the project was interesting and enjoyable to work on as the client gave me the freedom of creating all my different layouts and materials myself. This said, no clear guidelines were given by the client, which in turn led to the client often expressing their dislike with the created designs and content instead of giving constructive ideas for the problem. Nevertheless, there was a good understanding between myself and the client in most areas and a clear, modern and stylish visual concept was created.

This project taught me a great deal about self-initiative, especially about how to propose or pitch ideas to the client and get approval on matters. It also taught me discipline in working by myself with deadlines and set goals. I also have learned how important a good, strong visual concept and brand can be for a company, and I now know what is needed when creating a brand image.

At the time of presenting this final year project the company was yet to have the product ready for the consumer market.

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## **Appendix 1: Name suggestions for the product**

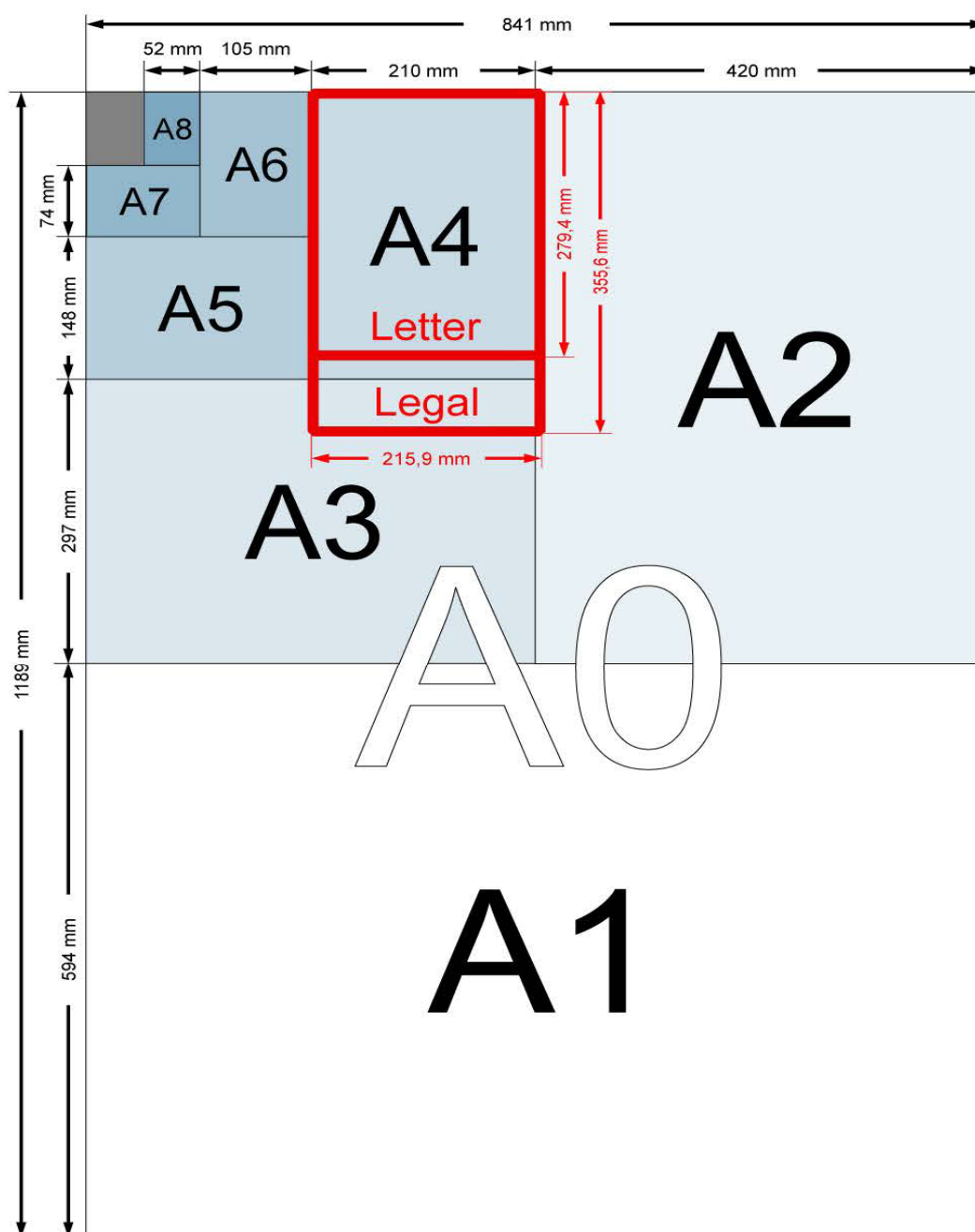
### **Product name suggestions**

1. ForEars
2. EarBuddy
3. EarMate
4. MyEars or My Ears
5. InEar
6. MyTemp
7. ThermoMan
8. InfectoMeter or InfoMeter etc
9. I-Therm



## Appendix 2: Dimensions of marketing materials

Name	Dimensions, width x
Business card (cut)	87x49
Fax, Letter, Agenda, Memo, Internal Release, Press release, Order Confirmation, Invoice, Delivery Note	210x297
Power Point Template	254x191
Brochure (page)	148x210
Brochure (opened up)	297x210
Standard A4	210x297
Standard A5	210x148



### Appendix 3: Logo with clear spaces



Appendix 4: Logo versions

heap

heap

heap  
heap.fi

heap